

URBAN/MUNICIPAL

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FOCUS ON TOMORROW
THE SECOND CENTURY CAMPAIGN



URBAN MUNICIPAL

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GOVERNMENT DOCUMENTS

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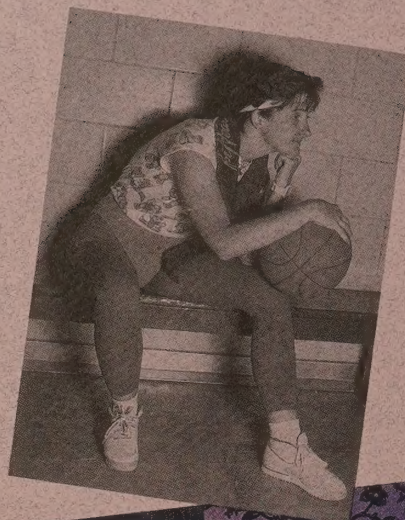


OWARDS 2000

Hamilton is getting ready for the 21st Century.

Steady development and expansion of key industries, combined with the growing importance of the service sector, have created a solid economic foundation for the future.

A community's wealth, however, is measured by more than simply new plants and technology. It is also rooted in the strengths



of its people . . . and their relationships with one another.

The Hamilton YWCA has been enhancing quality of life in this community since its founding more than a century ago. Beginning as a single residence on Main Street with room for only eight young women, the YWCA today is a diversified social service organization with programs for virtually every segment of the community.

Throughout its decades of steady growth, the YWCA's mission — to meet the needs of women and their families has never waned. The Association's early emphasis on the principle of caring is still a key value.

Today, the Hamilton YWCA is more experienced and stronger than ever. In 1988 alone, more than 740,000 people attended organized

YWCA activities. The YWCA is making a difference. But its resources must be improved if it is to continue meeting the challenges posed by a changing urban environment.

After more than three years of careful consultation, the YWCA has created a bold plan for its second century of operations. To make these plans a reality, the Association has launched **Focus on Tomorrow: The Second Century Campaign**, the first metro-wide appeal in its history. A large group of dedicated volunteers has joined together to support this \$3.25 million capital appeal.

Support The Second Century Campaign: it's an investment in the future of our community.



PARTNERS IN COMMUNITY SERVICE

The YWCA's wide variety of social, educational, and recreational services is reinforced by its special partnership with the United Way and the private and public sectors.

But it is the strong commitment of the Association's people — its devoted volunteers and skilled staff — that permits the YWCA to offer a diverse assortment of affordable, high-quality services to both its members and the general public.

All are welcome — the YWCA's commitment to accessibility means that its services are available to people who would not be able to participate in its programs or activities without financial assistance.

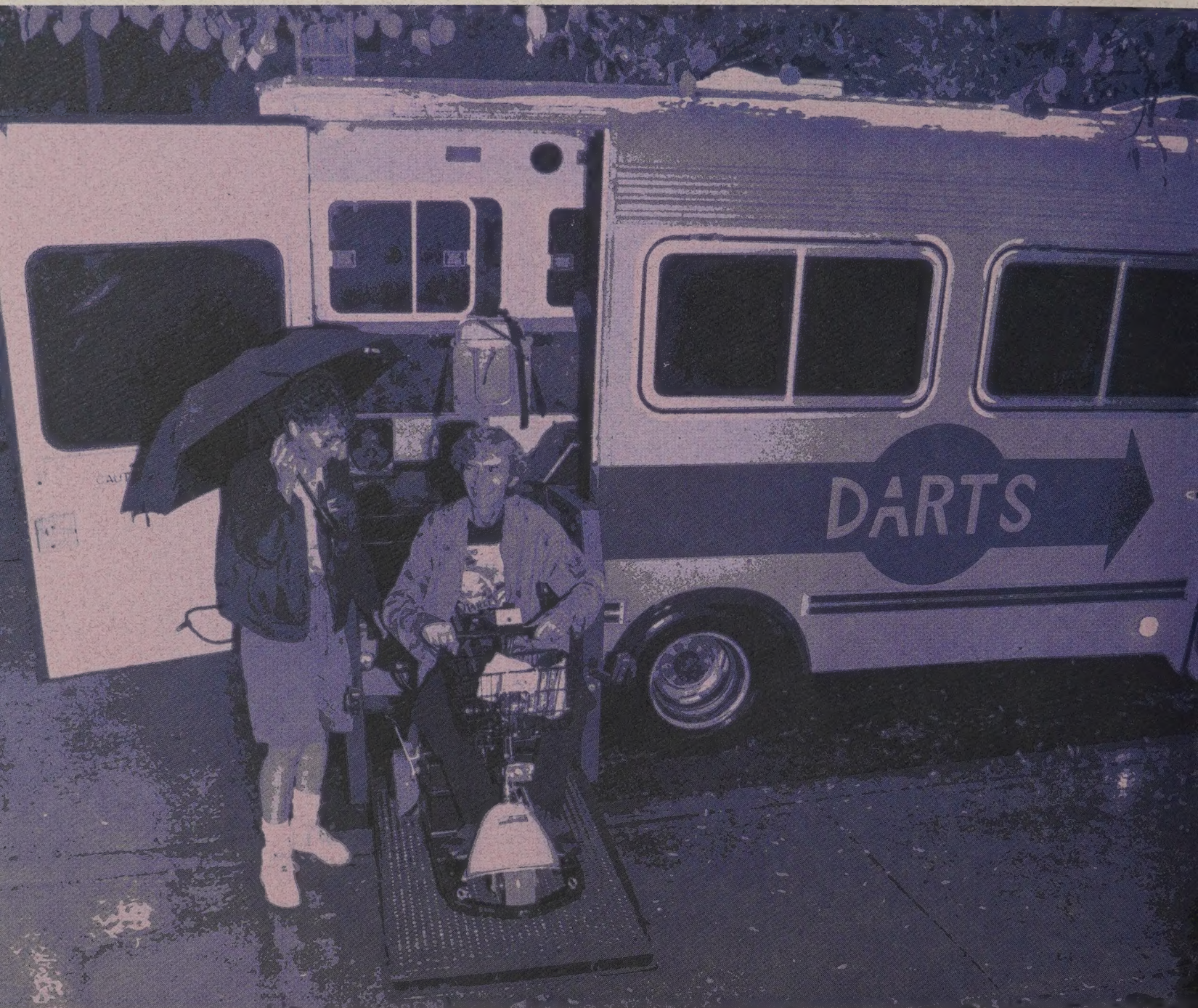


Serving Women and Their Families

Aware that parenting today is becoming increasingly complicated, the YWCA is working hard to meet the needs of Hamilton families through a full range of family and child-oriented programs.

In addition to meeting the needs of working parents for child care, the YWCA's programs place a major emphasis on providing opportunities for families to spend time together, and for children to explore new areas and develop new capabilities on their own.







PROVIDING SHELTER

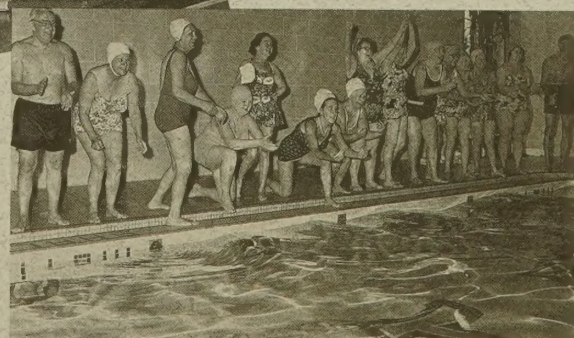
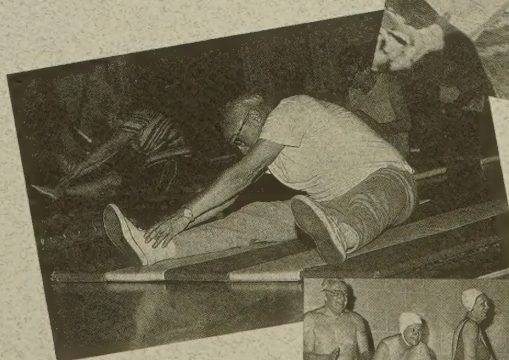
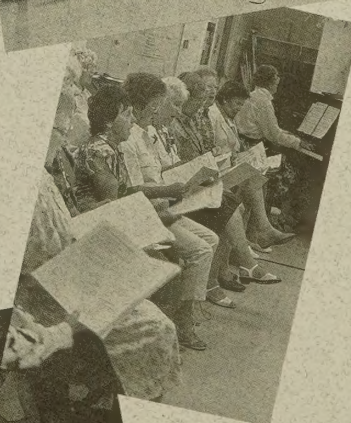
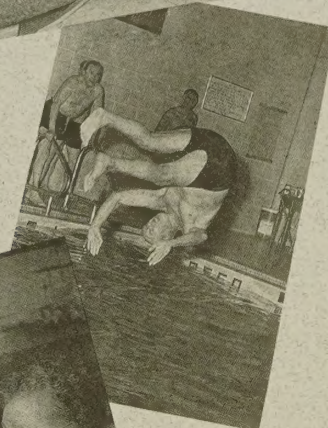
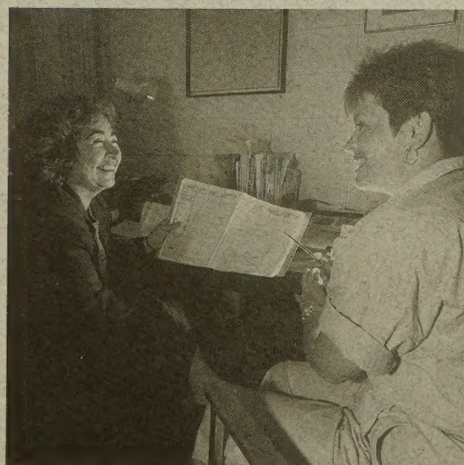
The Hamilton YWCA has provided housing for women for over 100 years, and firmly believes in the importance of helping women in need of assistance. The 108 bed residence at the MacNab Street Branch houses hundreds of women, each year, in a clean safe environment. By providing low-cost, temporary shelter for women from a variety of backgrounds, The Hamilton YWCA helps women build new lives.

Caring For Our Seniors

The YWCA has established strong links with Hamilton's senior citizens. In co-operation with the City of Hamilton, both branches offer extensive fitness, social, cultural and general interest programs that attract a combined membership of more than 3,200 men and women. Total attendance at senior citizens events topped 71,000 this past year.

Helping The Disabled

The YWCA strongly believes that the disabled have the right to lead independent, productive lives. This philosophy is reflected in the wide variety of programs The Hamilton YWCA offers for individuals with physical disabilities or developmental handicaps. One of Hamilton's largest providers of services to the disabled, the YWCA and its integrated programs challenge the disabled to reach their full potential.



PARTNERS IN HEALTH

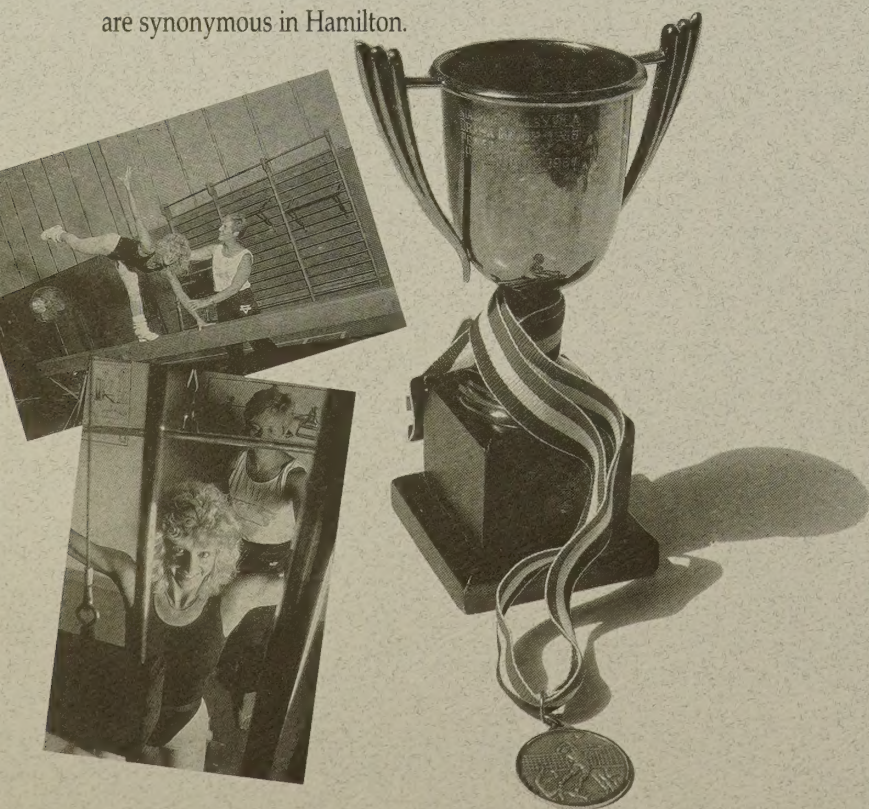
The YWCA has always believed in the importance of physical fitness to a community's well-being.

The Association's wide range of reasonably-priced physical activities provides an opportunity for Hamilton women, men, and children to increase their level of physical well-being, make new friends, and develop new skills. Every year, more than 12,000 Hamiltonians take advantage of the Association's fitness programs.

The YWCA's extensive facilities are comprised of two full-sized gymnasia, two junior olympic size swimming pools, two fully equipped weight training centres with a whirlpool and sauna.

Aquatics For Fun And Fitness

Over the past 70 years, tens of thousands of Hamilton residents have learned to swim at the YWCA. The range of programs both branches offer to persons of all ages is without equal. From life-saving to water-based rehabilitation, from instructional classes to competitive training, the YWCA and aquatics are synonymous in Hamilton.





PARTNERS IN LEADERSHIP

By providing a wide variety of opportunities for women to develop to their full potential — including skills needed for leadership development — YWCA Associations have played a major part in the emergence of women leaders, both locally and around the world.

To this end, the YWCA offers excellent opportunities for youth and adults to develop their leadership skills.

Links To Women Around The World

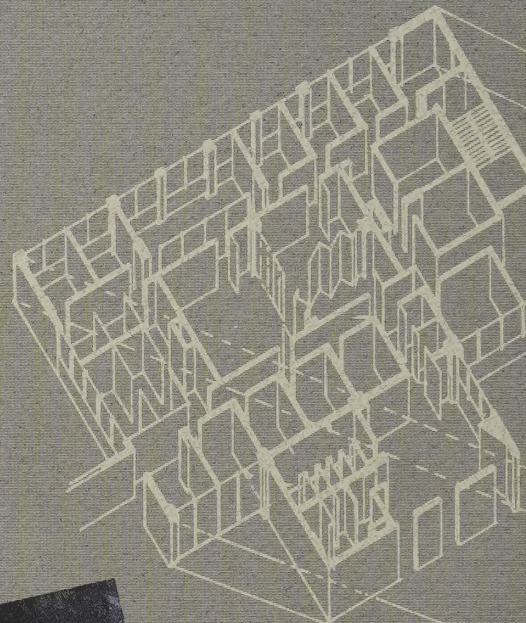
A proud member of the international YWCA movement, The Hamilton YWCA is committed to the development of women and their families throughout the world.



The Hamilton YWCA provides a considerable amount of training for YWCA personnel from developing countries.

In Hamilton, the YWCA offers development education programs, workshops, and displays, as well as frequently hosting a variety of international speakers and guests.

In addition, the Association raises funds for projects that encourage self sufficiency, promote human rights and fight discrimination. Programmes are carried out by YWCA's in 88 countries world-wide.





THE NEXT 100 YEARS...

Over the past century, the Association has evolved into a multi-faceted organization that provides the community with a wide range of high-quality, affordable social services, leadership opportunities, and fitness programs.

To meet the challenges of the years to come, the YWCA has launched **Focus On Tomorrow: The Second Century Campaign**. A vital part of the Association's plans for the future, the success of this \$3.25 million undertaking will enable the YWCA to continue responding to the community's needs well into the next century.

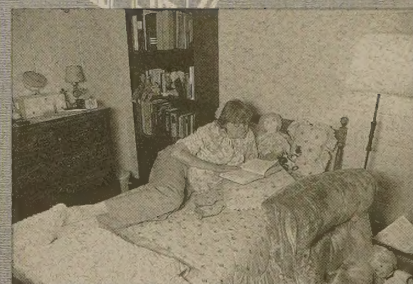
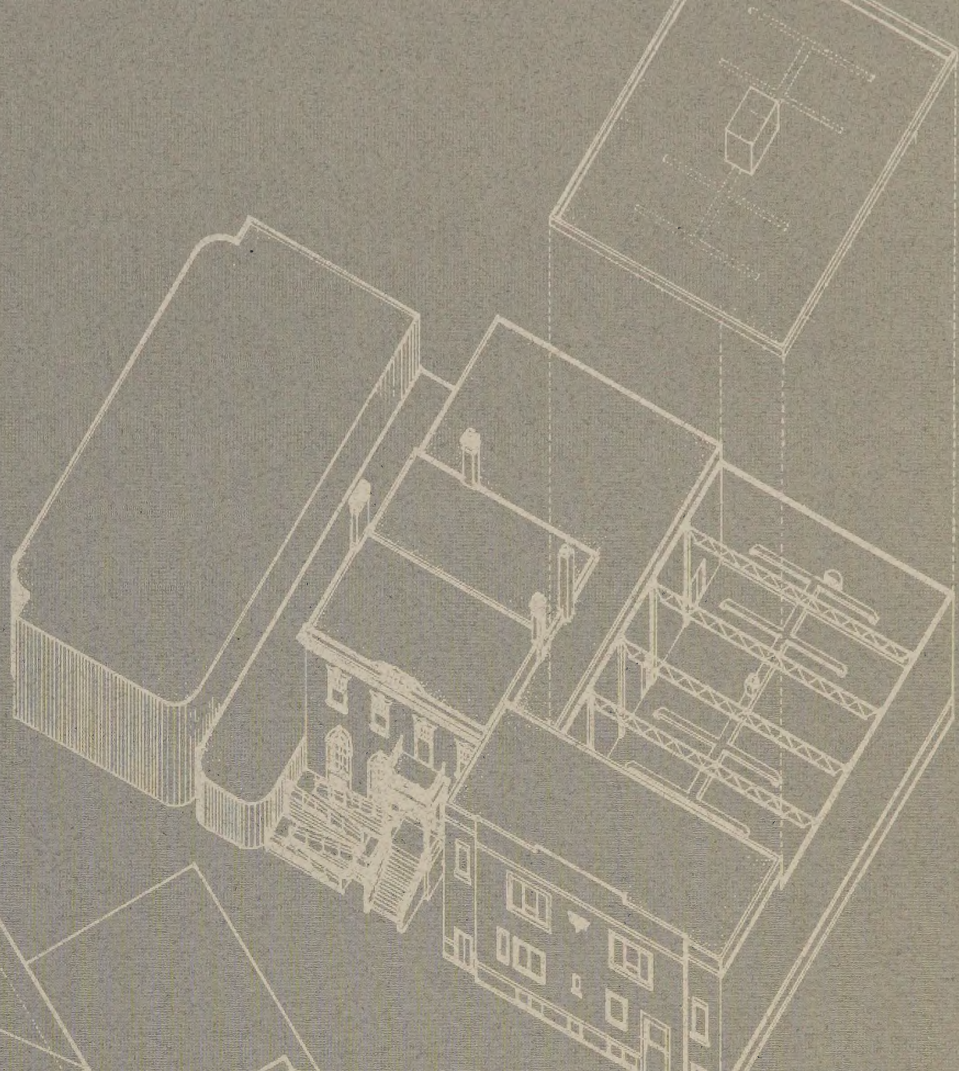
... Building A Stronger YWCA

Focus On Tomorrow: The Second Century Campaign will provide the YWCA with the physical resources it needs to secure its well-established reputation for efficiency. It will also allow its volunteers, staff and members to continue developing innovative new programs and approaches to the YWCA's special mission.

Key projects include:

MacNab Street Branch

- 3 new Multi-purpose activity rooms
- New office space for 22 staff thus freeing up additional program space \$1,484,092
- Air conditioning - the existing patchwork of cooling will be replaced, providing an efficient system for the entire building. 314,000
- Refurbishing of 100 residence rooms 132,000
- Major physical plant refurbishing
 - Roof replacement
 - New main boiler
 - Carpeting
 - Plumbing and electrical work
 - Pool filtration system
 - Equipment replacement 428,000



■ Upgrading cafeteria equipment	120,000
■ Day Care for 47 toddlers and preschoolers	61,995

Ottawa Street Branch

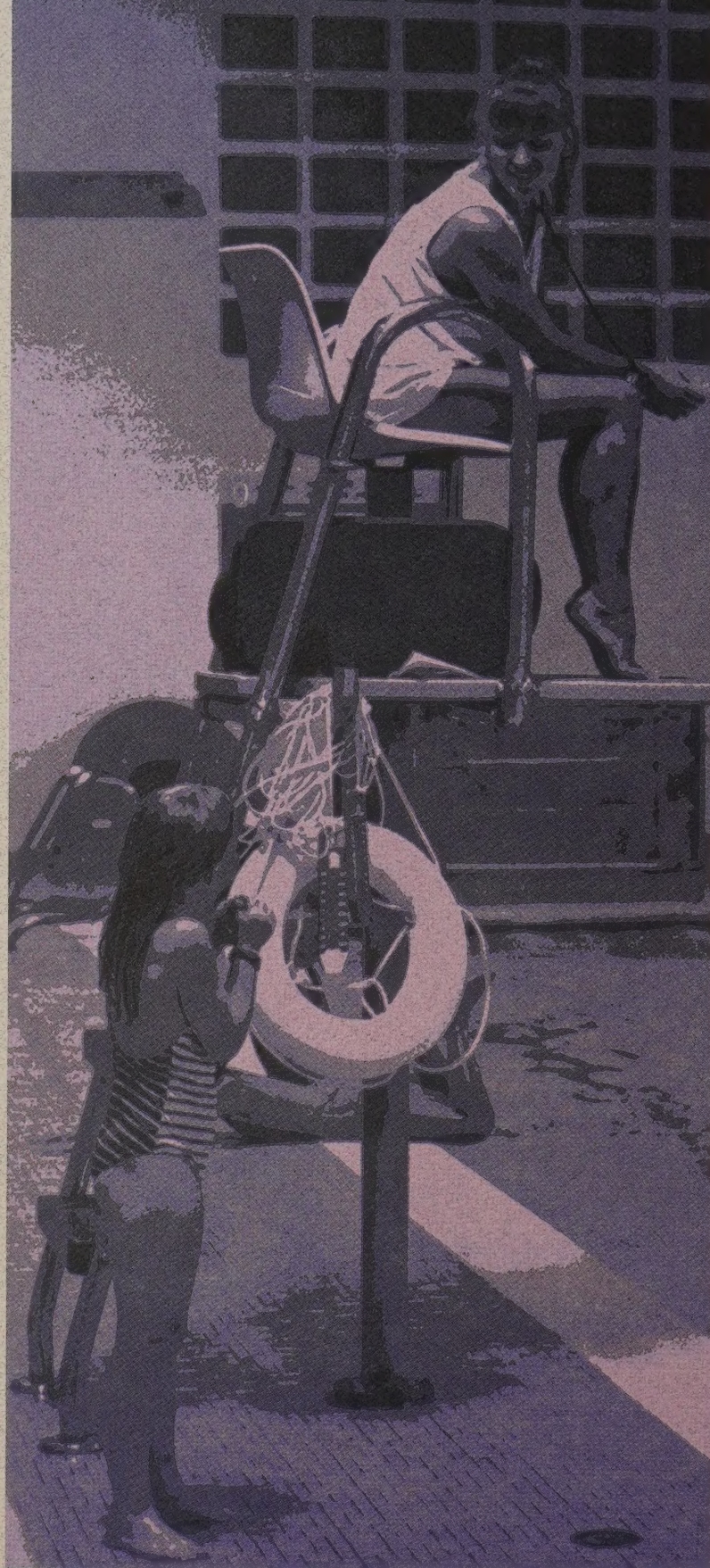
■ Swimming pool heating and filtration system	70,000
■ Air conditioning in gymnasium	35,000
■ Replacement of roofs - (1954 and 1972 buildings)	60,000
■ General refurbishing and replacement of equipment, water heater, carpeting, etc.	120,000
■ Fees and Contingencies	424,913

TOTAL COSTS **\$3,250,000**

The Second Century Campaign

The Hamilton YWCA's Board of Directors, members, users, and staff, as well as a number of corporate and civic leaders, have volunteered their time to help the Association secure its future. Thoughtful and proportionate gifts are now being sought from a wide circle of friends, corporations and foundations, as well as all levels of government.

A winning Campaign will depend on the generosity of many. Confident of success, the YWCA team is committed to its ultimate goal: carrying the YWCA's tradition of community service into a second century of achievement.





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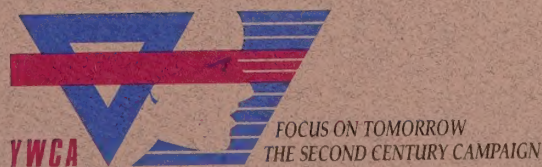
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FOCUS ON TOMORROW
THE SECOND CENTURY CAMPAIGN

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Member agency of the United Way of Burlington and Hamilton-Wentworth